

## **Historic, Archive Document**

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*50<sup>th</sup> Anniversary*

*Lovett's*

*Little Silver, N.J.*

*Mid-Summer  
Planting Guide*

1928

**Strawberries  
Pot-Grown**



# Please Read This Page Carefully



**How to Order** To insure receipt of stock when wanted, order as early as possible. Use our regular order blank, as we can more quickly check and fill order. Be sure that your name and address are clearly written. In your address give

post office, county and state, and state clearly to what point goods are to be sent. If shipping address is different than residence post office, be sure that you give us the correct shipping point. To avoid error, and to check off plants when they arrive, keep a correct copy of your order. Ladies will oblige us by prefixing their names with "Mrs." or "Miss." No change or countermand of an order may be considered as final without our written consent.

**Size of Order** Orders of less amounts than \$1.00 cannot be accepted, and payments are invariably in advance. Plants may be sent C. O. D., however, if 25 per cent of the amount is forwarded with the order—with return charges added.

Six plants and fifty plants of a variety will be supplied at the dozen and hundred rates, respectively. Less than fifty, dozen rates; and orders for less than six plants of a variety cannot be accepted.

For lots of 500 or over, a discount of 10 per cent off the 100 rate will be granted.

**Substitution** It is our custom, should the supply of a variety become exhausted (which occasionally occurs in all nurseries), to substitute in its stead a similar sort, properly labeled, of course. When it is desired that we shall not do this, it must be so stated in the order. To simply affix the words "No Substitution" is all that is necessary.

**Packing** Is executed with the utmost care. Special pains are taken to pack lightly, thereby reducing the expense of transportation to a minimum. All goods at prices quoted are packed free. Everything is labeled.

**Shipping** Express shipments are the most satisfactory for Pot-grown Strawberry Plants. On account of the heavy ball of earth at the roots, they cannot be mailed easily, and the delays of freight shipments are often fatal to them.



**Weight when packed:** Pot-grown Strawberries, 3 lbs. per dozen, 24 lbs. per 100. Please send money enough to pay postage in addition to cost of plants ordered, when shipment is to be made by mail.



**Terms** Post Office Money Order, Registered Letter, New York Draft, or Express Money Orders are the safest ways of making payments. Enclose your remittance with the order.

Prices mentioned in this pamphlet include packing and delivery to the forwarding agents. Our control ceases there, and our responsibility also.

These prices assure you sturdy, well-grown plants, carefully packed, F. O. B. shipping point—they do not include transportation charges.

## Information about Parcel Post and Rates of Postage

**Maximum Weight** 70 lbs., in first, second and third zones; 50 lbs. in all other zones.

**Insurance Against Loss** 5c pays up to \$5.00; 8c up to \$25.00; 10c up to \$50.00, and 25c up to \$100.00.

### RATES OF POSTAGE WITHIN U. S.

	1st Pound or Fraction	Each Add. Pound or Fraction
1st and 2nd Zone .....	7c	1c
3d Zone .....	8c	2c
4th Zone .....	8c	4c
5th Zone .....	9c	6c
6th Zone .....	10c	8c
7th Zone .....	12c	10c
8th Zone .....	13c	12c

**WESTERN UNION TELEGRAPH**  
Little Silver N. J., and Red Bank, N. J.

**POSTAL TELEGRAPH**  
Red Bank, N. J.

**LONG DISTANCE TELEPHONE**  
No. 2200, Red Bank, N. J.



# Lovett's Strawberry Plants

Fifty Years of Strawberry Growing  
Experience

FOR many years we have made a specialty of growing Strawberry plants, and in offering the varieties listed on the following pages to our customers, we assure them that they are receiving plants that, in our estimation, are unexcelled anywhere.

## Strawberries Adapted for Many Uses

Not only is the Strawberry ranked among the most important of the small fruits because of its value as a fresh table fruit, but its importance for canning and preserving makes this fruit one of the most profitable for the market grower as well as the home garden berry fancier. The Special Collections, listed on pages 11-15 and 19, will provide an abundant supply of berries for every use, and if a little care is used in the selection of varieties, freshly picked fruit for the table will be available over a long season.

Plan to have a Strawberry garden next year and insure your complete success by ordering Lovett's Pot-grown Strawberries now.



# Pot-Grown Plants for Best Results

**I**N order to yield a full crop during the next bearing season Strawberry plants should be well established in the ground that they are to grow in before the frost comes. Planting them promptly will enable them to get as good a start as possible before that time, and their root systems will become well established and take much of the guess-work out of next year's yield.

## Pot-grown Superior to Field-grown Strawberries

Pot-Grown Strawberry plants are far superior to field-grown inasmuch as they have a compact, well-developed, well-nourished root system which will be able to take hold and thrive in almost any soils and under any weather conditions. Ordinarily the heat and dry weather of late summer will retard the growth and development of Strawberry plants, but Lovett's pot-grown plants through their vigorous qualities are able to withstand adverse conditions and produce enormous crops the next season.

## One Million Pot-grown Strawberries Sold Yearly

Lovett's Nursery has made a specialty of pot-grown Strawberries for 50 years and has been eminently successful in their culture and shipping. Nearly a million of these ready-to-grow plants are shipped every year to customers in all parts of the United States and foreign countries.

We illustrate below a typical pot-grown Strawberry plant, and you will note its sturdy growth and fine root system; by setting such plants in your garden you are assured of a successful crop next June and throughout the entire summer, providing Everbearing varieties are planted.



This is the type of "Pot-grown" Strawberry Plant that will catch up with the season, to bear bountiful crops next June.

# Van Fleet Hybrids

## Three Super Selected Strawberries

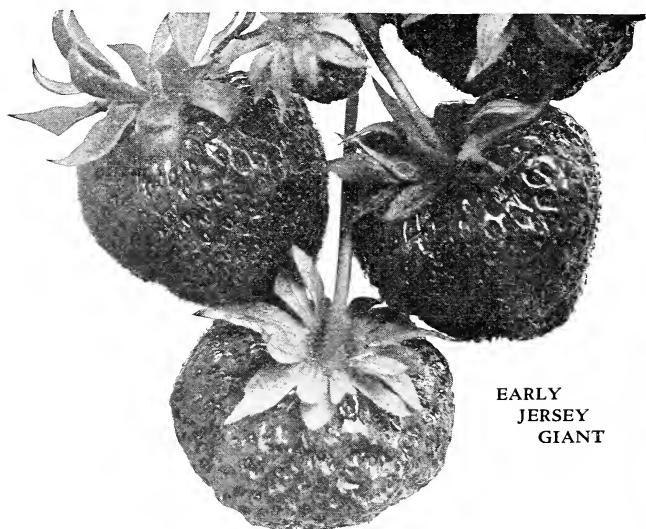
**T**HE three Strawberries offered on this page and the following are developments of the late Dr. Van Fleet, whose remarkable achievements in hybridizing are known throughout the world. During his lifetime of experimental work he produced thousands of new Hybrid Strawberries, using not only the better American varieties but also the finest European sorts for parent plants. In these three Strawberries we offer all of the finest characteristics of Strawberries that have been developed to the greatest extent. Their strong constitution, prolificacy, appearance, exceptional high quality and marvelous aroma place these berries in the forefront of present day Strawberry varieties.

# Early Jersey Giant

## The Early Strawberry Without a Fault

**W**ITHOUT question the earliest fruiting variety, outclassing all others in size, attractive color and superb flavor. Unlike other early varieties this berry is of unusual size, by far the largest, and is of brilliant scarlet-crimson color. They are extraordinarily rich in aroma and of delicious flavor. The plants are strong growers, with an unusually heavy yield of berries.

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.



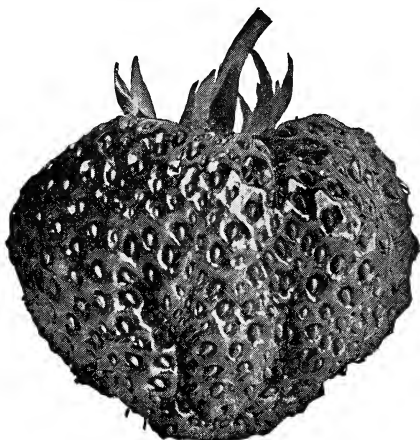
EARLY  
JERSEY  
GIANT



# Edmund Wilson

## The Giant Strawberry

Although, undoubtedly, this is the largest Strawberry in existence, none of the other qualities that go to make a fine Strawberry are lacking. The fruit is of exceptional quality, perhaps not so firm as some other varieties, but it is unexcelled for the home garden and home consumption.



EDMUND WILSON

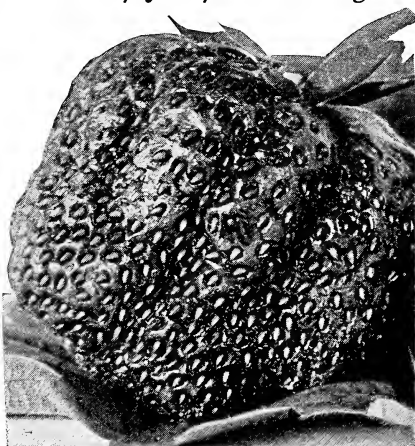
The blunt, heart-shaped berries are of very dark color throughout, extremely juicy and of superb flavor. The plants are exceptionally large and vigorous; ripens in mid-season.

Pot-grown Plants, \$1.50 per dozen;  
\$10.00 per 100.

# John H. Cook

## The Variety for Everybody's Garden

This is an early variety, although not as early as the Early Jersey Giant. In growth, constitution and



other worthwhile qualities it is unexcelled; valuable as a market variety as well as for home use; unusually fine flavor, with excellent color and firm flesh.

Pot-grown  
Plants,  
\$1.50 per doz.;  
\$10.00 per 100.

JOHN H. COOK

# June-Bearing Strawberries

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.

**Barrymore** An exceptionally fine mid-season to late variety, bluntly conical berries of large size, fine appearance, flesh firm and meaty and extraordinarily fine flavored. Rich dark crimson, with flesh deep red.

**Big Late** One of the best late varieties on the market. A splendid shipper and fine keeper. Produces big berries in large quantities; flesh firm and of fine flavor.

Pot-grown Plants, \$1.50 per dozen;  
\$10.00 per 100.

**Brandywine** Medium late. Fruit extra large and very firm, has unequalled qualities. This is a standard variety the country over and known for its heavy crops.

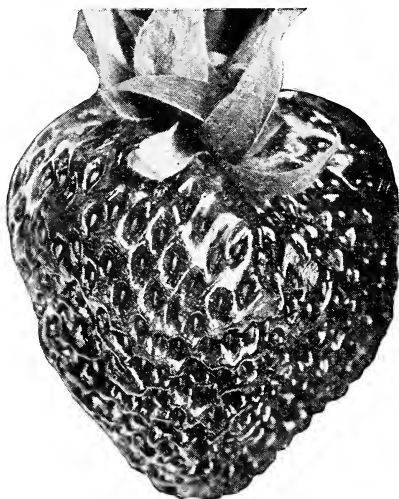
**Bun Special** A medium early all around berry for any purpose. Fine for the commercial market, canning or as a table fruit. A heavy yielder of rich berries. Of firm flesh and fine flavor.

**Burgess** One of the best late varieties. A vigorous grower, producing rich and handsome fruit of high quality.

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.

**Bushel Basket** This berry is an unusually fine variety. Has been awarded the Barry Gold Medal for excellence. A very large plant, bearing in mid-season, with large, exceptionally high quality berries.

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.



BRANDYWINE

Rochester, N. Y.

"Wish to say that the Early Giant and the J. H. Cook Strawberry plants arrived in fine condition. I also desire to thank you and assure you of my appreciation for the extra plants so kindly sent."

AUGUST ROHDE.

Asbury Park, N. J.

When writing us on March 2, 1928, Dr. F. M. Luther, Asbury Park, N. J., stated:

"I hear from friends in Bermuda that your pot-grown Strawberries have made a great success this season."

# June-Bearing Strawberries

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.



CHESAPEAKE

**Charles I** This is an extra early berry, being one of the first varieties to mature; produces large crops of evenly shaped berries of fine color and appearance. Extra heavy root system enables this variety to withstand drought better than most other sorts.

**Chesapeake** Late. Has a beautiful appearance, is unusually large, symmetrical and uniform in size. Plants are healthy, dark green in color, rich and vigorous with no weaknesses of any kind. Well known and extensively planted wherever Strawberries are grown. We can recommend this berry as one of the best late varieties. We are sure that the planting of Chesapeake berries will be a great source of satisfaction and profit. Should be grown on rich loamy soil with much cultivation for best results.

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.

**Cooper** A variety ripening in mid-season. Produces large berries of unusual sweet flavor over an exceptionally long fruiting season, due to the vigorous and large roots of the plant.

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.

**Delicious** A medium late, to late variety; delicious berries of attractive appearance are produced in enormous crops by this extremely fine variety.

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.

## June-Bearing Varieties

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.

**Eaton** A fine mid-season variety. The fruit is medium to large in size, even and uniform, with prominent yellow seeds and deep green calyx, making a very attractive appearance. For canning and preserving it has no superior. Produces a super-abundance of plants.

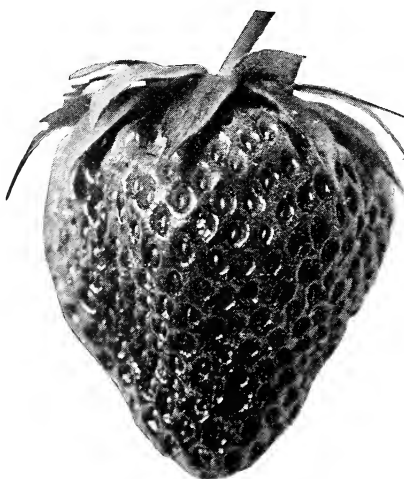
Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.

**Gandy** This is an excellent late variety. Fruit is extremely large and of fine flavor and ships perfectly. The perfect shape and bright green caps make the berries very beautiful and attractive. Although this berry has been on the market for many years it retains its popularity and is still considered one of the best of the late berries.

**Glen Mary** Another old favorite mid-season variety, especially in the eastern part of the country where it seems to do best. The fruit is of large size and dark red in color with prominent seeds of bright yellow, rich and juicy, with fine flavor. Should be planted near some good pollenizer such as Joe.

**Howard No. 17** A good medium early variety with a long bearing season. Very similar to Premier. A strong grower of high quality berries of fine appearance.

**Hundred Dollar** A mid-season variety of unusual merit. The plant is a strong, vigorous grower noted for producing extra large crops of big red Strawberries. A fine variety for nearby markets and home use.



HOWARD No. 17

Ozone Park, N. Y.

"The Strawberry plants which I ordered from you have been received and planted and are looking fine. I wish to express our appreciation of good and intelligent service and apparently fine stock."

ARTHUR B. COLT.

Ithaca, N. Y.

"The Strawberry plants came promptly and are extremely nice plants."

MRS. M. BARSTON.

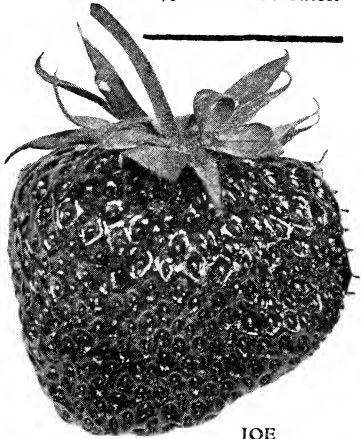
## June-Bearing Varieties

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.

### Joe

A late variety ripening just after Chesapeake, equaling it in size, firmness and yield, of finer appearance and flavor and more successful under all soil conditions. An exceptionally fine variety for market and home use. We highly recommend this berry for both the large and small grower.



JOE

### Judith

An early variety with a long bearing season, large, well-flavored berries of uniform size. Deep red color permeates entire berry. Firm, juicy; an ideal variety for home and market.

Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

**Jumbo** Mid-season. Plants are large and healthy, fruit large and well colored; produces extra large crops on poor soil. Does better in Northern states. Fine for market and home use.

Pot-grown Plants, \$1.50 per dozen; \$10.00 per 100.

## Lovett's Quality Collection

Four extraordinary varieties of Strawberries that give utmost satisfaction to the grower. In offering these plants you are assured of having the finest Strawberry garden possible. A succession of delicious berries throughout the Strawberry season and late into the fall is assured by this fine choice of varieties.

**Early Jersey Giant** One of our introductions; a Van Fleet Hybrid, and recognized as being not only the highest in quality of the very early fruited varieties, but also being desirable from practically every other viewpoint.

**Edmund Wilson** Another Van Fleet Hybrid of our introduction. Fruit produced by this variety is the largest produced by any of which we have any knowledge, and the fruit is of absolutely marvelous quality. A mid-season sort.

**Lupton** Unquestionably the best of all of the late fruiting varieties.

**Mastodon** Recognized by Strawberry growers as the best of the Everbearing sorts.

12 each of the four varieties listed above,	
48 pot-grown plants in all .....	<b>\$5.00</b>
25 each of the above varieties, 100 pot-	
grown plants in all .....	<b>9.50</b>



# MASTODON

## *The Sensational New Everbearing*

# STRAWBERRY

Enjoy the Abundant Crops of These Fine Big  
Luscious Strawberries

STRAWBERRY growers, gardeners, in fact everybody, has been wishing for an everbearing Strawberry which would produce profitable crops of large, well flavored berries which would hold their size to the end of the season, and a berry which would grow as well under commercial culture as in gardens. Now comes the MASTODON which places the growing of ever-bearing Strawberries on a profitable scale. This new variety makes it possible for you to have ripe Strawberries not only in the spring, but also all summer and fall. Pot-grown plants of this variety, if planted before September 15th, should produce a fair crop of fruit this fall.

The MASTODON is of tremendous size, two-ounce berries being not exceptional, and the flesh is firm and of splendid color. Its flavor is excellent and the MASTODON has every quality to place it in first



position in the Strawberry market. Lovett's MASTODON Strawberries are grown in pots, providing an extraordinarily sturdy root system. They come to you with splendid root balls, are ready to take hold promptly when planted outside in your garden.

—♦—  
Pot-grown, ready to yield delicious berries copiously and promptly. Every plant developed in its own soil.  
—♦—

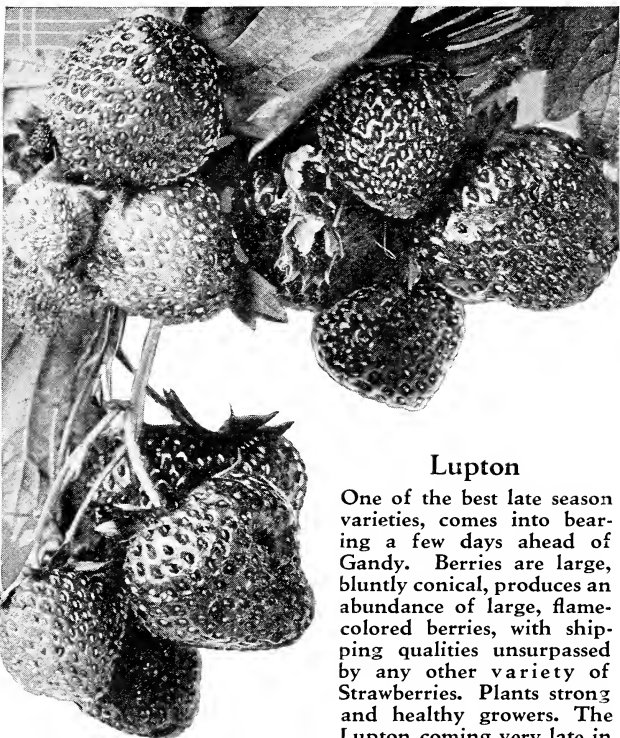
Pot-grown Plants, \$2.50 per  
dozen; \$15.00 per 100.



## June-Bearing Varieties

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.



### Lupton

One of the best late season varieties, comes into bearing a few days ahead of Gandy. Berries are large, bluntly conical, produces an abundance of large, flame-colored berries, with shipping qualities unsurpassed by any other variety of Strawberries. Plants strong and healthy growers. The Lupton coming very late in

the season provides an unusually delicious and attractive berry after other sorts are out of the market. We recommend very strongly that you grow large quantities of this fine variety.

**Marshall** A fine variety, ripening in mid-season. Also a good berry to force under glass in winter; fruit extremely large, bright red. Plants large, healthy, bright green in color. The large size of berries adds to their attractiveness. The flesh is of firm, rich, meaty texture like other high quality varieties. They should be grown on rich, loamy, fertile soil to produce best results. We urge you to plant this variety extensively.

**McKinley** Ripens in mid-season. A berry of unusually fine appearance and exceptional quality. Primarily a home garden variety as it is too tender to withstand shipping conditions. Plants are very strong, vigorous growers, producing an abundance of rich, juicy berries.

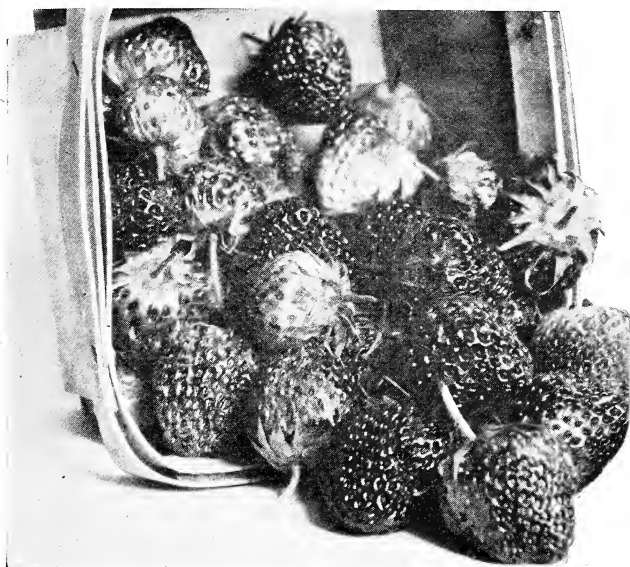
**New York** A prize winning mid-season Strawberry. Fruit extremely large and well colored, produces an extra large crop of berries on very poor soil. This berry does best in Northern sections. An unusually fine variety for all purposes.

The berries shown on this page are smaller than actual size.



## June-Bearing Varieties

(Continued)



NEW YORK

**Nick Ohmer** A medium late variety well known throughout the entire country. The berries are large, handsome, glossy red, globular in shape with bright green caps. A fine berry for the commercial market as well as the home garden.

**Pot-grown Plants, \$1.00 per dozen; \$7.00 per 100.**

**Paul Jones** A mid-season variety. Produces tremendous crops of medium-size, dark red, fair quality berries. A very productive sort, thriving under nearly all conditions.

**Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.**

### Lovett's Special Home Garden Strawberry Collection

**F**OR the home gardener who desires berries of the finest quality for a long period of time, we offer our Home Garden Collection. These five varieties produce large berries of the highest quality, rich flavor, juicy and of fine appearance. Plants are well rooted and produce immense crops. We recommend this collection to all home garden Strawberry growers.

20 Premier, early

20 Wm. Belt, mid-season

20 Joe, mid-season

20 Lupton, late

20 Mastodon, everbearing, the sensational everbearing variety without a fault.

**These 100 Pot-grown Plants, ready to set out in your garden, for only .....**

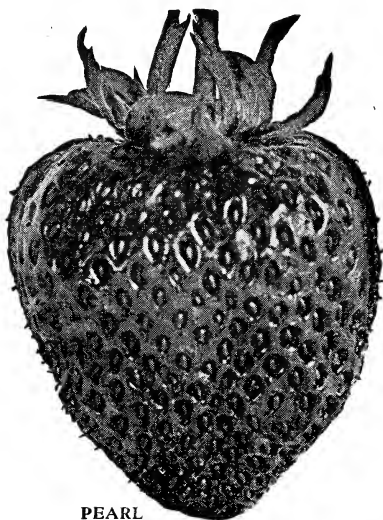
**\$8.00**

The berries shown on this page are smaller than actual size.

## June-Bearing Varieties

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.



PEARL

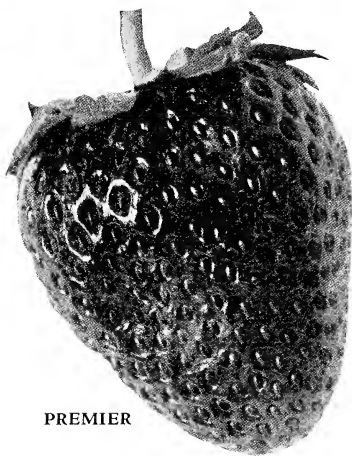
### Pearl

A very late variety, possessing many desirable features. Large size plants that bear abundant crops of immense berries. We consider that the Pearl is one of the very best of the late varieties and do not hesitate to recommend it to the commercial and home garden grower.

Pot-grown Plants,  
\$1.50 per dozen;  
\$10.00 per 100.

### Premier

This is a very early variety, but its long fruiting season produces abundant crops of fine berries for a very considerable length of time. It ripens with the early varieties and continues fruiting until the late varieties come in. It is adapted to every section of the country and has no weaknesses of any kind. The fruit is large, is a vigorous grower doing well on all types of soil, produces large quantities of attractive, excellent quality, fine flavored berries and early.



PREMIER

**Royal Sovereign** An early to mid-season Strawberry of fine quality, of exceptional value for forcing under glass in winter time. This is an imported variety and maintains its superb quality both out-of-doors and under glass. The genuine plants of this variety are very scarce.

Pot-grown Plants, \$2.00 per dozen; \$12.00 per 100.

**Senator Dunlap** An early mid-season variety, unexcelled for marketing. Succeeds in all parts of the country, very productive. The fruit is medium to large, very firm and attractive.

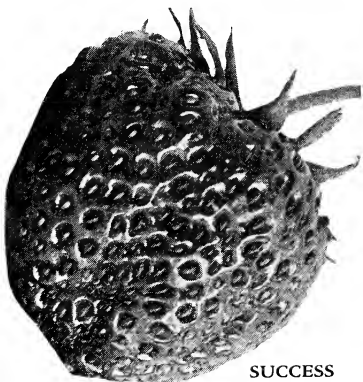
## June-Bearing Varieties

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.

### Sharpless

A late season variety. This is one of the first berries grown in a commercial way, and is a favorite among Strawberry growers everywhere. It is a strong, healthy grower and produces large berries of exceptional quality; this is a fine variety for forcing under glass.



SUCCESS

**Success** An unusually good early variety both for the home garden and local market. The berries are of fine appearance, slightly oblong in shape, of bright scarlet color, large and uniform in size. The plants are strong, healthy growers, producing abundant crops.

**William Belt** Mid-season to late, produces large berries of unusual beauty and high quality. The William Belt is a variety unexcelled for table use for many years and still greatly in demand. This is an ideal berry for both home use and market gardens. The plant is vigorous and bears heavy and abundant crops of fruit. The berries are of large size and of the best quality and it is preferred to many of the newer varieties. It is one of the best pollenizers for imperfect sorts of its season.



WILLIAM BELT (Much Reduced)

## Everbearing Strawberries

EVERBEARING Strawberries should more rightly be termed "Fall-bearing Strawberries" as most growers sacrifice the June berry crop in order to have a heavy yield in the fall. With the exception of the Mastodon, fall-bearing Strawberries are smaller, but they yield over a much longer season, thus offsetting this slight disadvantage, and where hill culture is practiced the berries reach quite a large size. In quality and aroma the everbearers equal and often surpass the average June bearer.

Except the labor of keeping the blossoms off the first year until about the middle of July, the cultural directions are no different than for June bearing Strawberries. This is not absolutely necessary, but will give you a much larger crop during the fall months. Everbearing Strawberries are a paying investment, as they will not only bear during the spring, but also in the fall if the grower desires two crops.

We have cut down our list of varieties on Everbearers, as we feel that the varieties we offer are adequate to cover every need of the commercial and home garden grower.

On pages 12 and 13 we have described the MASTODON, which is the peer of any Strawberry in every respect. The Champion everbearing and Progressive are the most satisfactory and popular of this class excepting, of course, this remarkable new variety.

Drexel Hill, Pa.

"The order you sent us was received in good shape. Indeed, we have never received better plants from any place than those you sent us."

GEO. W. BUSH.

Mt. Vernon, N. Y.

"I wish to thank you for the way you packed my order, and which was received in fine condition."

MRS. FRANK A. KLOPROTH.

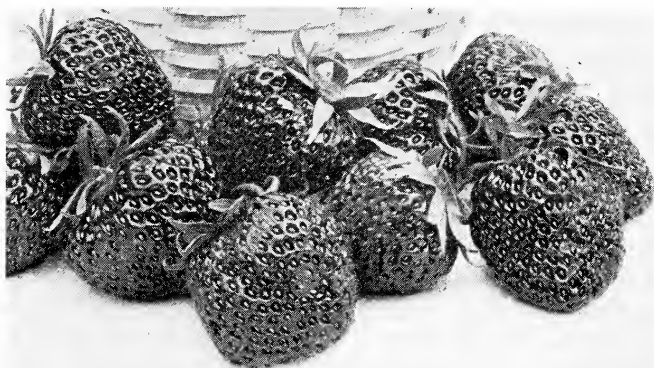
Covington, Ky.

"The plants you so kindly sent me came yesterday, all so nice and fresh. Thank you many times for sending them."

MRS. KATE H. CARPENTER.

# Everbearing Strawberries

(Continued)



PROGRESSIVE (Much Reduced)

**Champion (Everbearing)** This is, undoubtedly, the most popular of the Everbearing varieties outside of Mastodon, owing to its many fine qualities. It produces attractive, dark red berries of fine flavor and appearance from July until frost. It is very hardy and a vigorous plant maker.

Pot-grown Plants, \$1.50 per dozen; \$10.00 per 100.

**Progressive** A wonderful Everbearing Strawberry and considered the best by many growers. The June yield is so heavy that it is a profitable variety at this time, and in the fall it yields freely until freezing weather. The berries are attractive and exceptionally uniform in size and shape; they are deep crimson, glossy and of good quality. The plants are very vigorous and hardy.

Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

## Lovett's Special Everbearing Collection

(POT-GROWN)

Here is a collection of the three best Everbearing Strawberries, consisting of the following varieties:

- 12 Champion (Everbearing)
- 12 Progressive
- 12 Mastodon

Retail value of \$5.25,  
for only **\$4.50**

- 25 Champion (Everbearing)
- 25 Progressive
- 25 Mastodon

Retail value of \$10.92,  
for only **\$8.00**

Here is your opportunity to plant a garden of Everbearing Strawberries at little expense.

## Home-Grown Strawberries the Best

THE flavor and aroma of home-grown berries always seems to surpass that of berries obtained in the market. The market grower wants first of all a berry of firmness that will stand shipping conditions without losing its appearance of freshness. Then, too, it must be attractive in appearance, of good color, large in size and symmetrical in form. For home consumption, flavor and aroma take first importance, as firmness and appearance are not as necessary factors.

We have endeavored throughout the catalog to describe as clearly as possible the berries listed, and we have emphasized the particular uses for which the various sorts are best adapted. Quite often the best market berries are also fine for the home garden and, of course, such berries are of exceptional value.

You will find that the pot-grown plants come to you ready to take hold promptly, grow and bloom, and we are sure that you will experience immeasurable delight in growing and consuming Strawberries from your home garden.

## Care in Packing

UPON receipt of your order the varieties ordered are gathered, taken out of the pots they are grown in, and each moist and intact root ball is carefully wrapped in paper. They are then boxed, each variety being packed separately and carefully labeled so that there will be no confusion as to names when received.

Plants packed and shipped in this manner travel tremendously long distances, invariably arriving in excellent condition. We have many hundreds of satisfied customers in the remote portions of the far West, North and South, as well as nearby points in the East. Shipments are made from Little Silver and from our branch Nursery at Southampton, Long Island. Both of these Nurseries grow Strawberry plants under ideal conditions, and their quality is alike in every respect. If you have any preference as to the shipping point you will oblige us by so indicating on your order.

# Successful Strawberry Gardens

**S**TRAWBERRY plants are not difficult to grow; they adapt themselves readily to a great variety of soils and climates. Small wild sorts are found near the Arctic Circle, and Strawberry growing in Alaska is on a large commercial scale. In the temperate zone they do well in any good substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

The bed should be dug and thoroughly cultivated to a depth of 12 to 14 inches. Incorporate with the soil rotted leaves or well rotted manure of any kind. Fresh manure should be avoided because it usually holds grub worms. After cultivating scatter bone meal at the rate of 100 pounds to each bed 15 by 50 feet, raking it well into the surface.

The plants should get a minimum of six hours of sunshine each day, and this should be kept in mind when locating the beds.

Heavy soils will bear abundant crops providing the drainage is satisfactory. On lighter soils the bed may require extra irrigation. If there is any choice to be made the heavy soil is to be preferred, as results will be more positive with less care and attention.

## Care Required for Best Results

**T**HE Strawberry plant seems to be exceptionally responsive to care and attention and extraordinary precautions to insure their growth will be well repaid.

Upon arrival, unpack at once and place them in a shady spot, then sprinkle them lightly with water; as evening approaches, take them where the ground is prepared and just before planting dip each root ball in a pail of water.

In the home garden, plants may be set in rows two feet apart with the plants a foot apart in the row. Where horse cultivation is employed, place the rows three feet apart; cut off all runners as they appear. Or if you prefer matted rows, allow 3½ or 4 feet between the rows; this will give larger crops on rich soil. Regardless of the cultural method used, the plants should be set a foot apart in the row. As the mid-summer sun is very hot, for the first two or three days after planting, it is well to shade the plants in some manner during the hottest part of the day.



Our Husky Pot-grown Strawberry Plants Can Be Depended Upon to Give Prompt and Thoroughly Satisfactory Results.

## Care After Planting

**I**T is of prime importance to keep down the weeds. Go over the bed once a week with a good sharp hoe which will not only cut out the weeds but will also loosen the soil, preserve the moisture and stimulate growth.

When freezing weather comes on in the fall the bed should be mulched with coarse manure; this will serve the purpose of preventing the alternate freezing and thawing of the soil and will also enrich the bed. This mulch should never consist of wet or otherwise heavy material, nor should too liberal an application of same be applied. Too deep a mulch, or too heavy material used as a mulch, has a tendency to cause the crowns of the plants to decay.

## Choosing the Best Varieties

**I**N describing the various sorts throughout the catalog we have tried to emphasize the important characteristics of each variety, so that an accurate choice can be made when planning the berry garden. If extra heavy crops are desired at a specific time, your choice should be made from among the June bearing Strawberries, keeping in mind that some produce their main crop early, some in mid-season and some considerably later. If you expect a fairly continuous crop, fall or everbearing varieties should be chosen. When in doubt as to the best varieties to order, any one of our three splendid collections will provide an abundance of luscious berries over a long fruiting period. These unusual collection offers will be found on pages 11-15 and 19.

In the case of June bearing Strawberries we recommend that at least three varieties be planted, early, mid-season and late. At least a dozen plants of each kind should be planted in order to get a sufficient crop to be able to judge the merits of each particular variety. Keep in mind when ordering the Fall or Everbearing varieties that a small crop can usually be expected from 4 to 6 weeks from the date of planting; if you order Everbearing varieties now, you can have delicious berries for table use, shortcakes and preserving all of this fall.



Well rooted, light balls of soil that transplant well.





Plant some of Lovett's Pot-grown Strawberries for delicious, fresh fruit.  
Save a season!

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We also issue a Fall Planting Guide, and in the Spring, a larger General Catalog, containing many special offers and valuable garden suggestions.

These Catalogs will be mailed to you upon request.

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**LOVETT'S NURSERY**  
*Little Silver, N. J.*

# PLANT POT-GROWN STRAWBERRIES FOR QUICK RESULTS

Strong, Fibrous Roots ready  
to take hold quickly in new  
locations



*You'll never know the joy of this ripened  
fruit until you grow your own*

